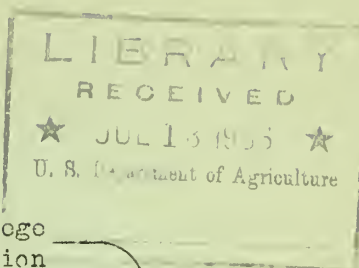


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A ROUND-ROBIN CIRCUIT LINKING FARM & HOME BROADCASTERS

Issued by the Radio Service of the Office of Information in co-operation with the Visual Instruction and Editorial Section of the Extension Service, United States Department of Agriculture.

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No. 5

DO THEY LISTEN?

L. L. Longsdorf asks the question and then presents an answer based on a survey of radio set-owners within the territory of Station KSAC. He also reports on listener preferences, habits of listening, and so on. Page 2.

On Page 4 G. E. Ferris suggests some answers to another pertinent question, "What to Talk About?" For county agents particularly.

"Right Off the Teletype" on Page 5 brings news flashes from the recent hearings before the Federal Communications Commission; and other late items.

In New York, home agents are organized into regional committees to put regular broadcasts on seven stations. Miss Caroline Morton, assistant state leader of home demonstration, furnished information for the story which appears on Page 8.

Ralph Fulghum, extension editor, reports on the development of local farm and home programs in Georgia, on Page 7.

Also, "They Broadcast Below Sea Level," and "Colorado Off the Air," on Page 6.

And a reminder: Please send contributions to Alan Dailey, Radio Extension Specialist, U. S. Department of Agriculture.

DO RURAL PEOPLE LISTEN? AND WHAT DO THEY PREFER?

By L. L. Longsdorf, Director, KSAC.

Do they listen? I never have heard a discussion between men in educational radio work in which this question has not raised its head.

The question, naturally, has been in the minds of the administrators of KSAC. So we planned a survey to learn the facts on the extent of listening, listening hours, type of listening, station preferences, program preferences, and extent of listening to KSAC. Preparatory steps were taken in July 1935 with the survey completed 8 weeks later.

The KSAC survey of the Kansas radio audience includes reports from 2,280 set-owners, including 1,959 living on farms and 331 living in small towns. A "cross-section" audience of 331 set-owners in towns and 889 on farms was contacted through house-to-house calls and personal interviews, mail questionnaires, and telephone calls in approximately equal proportions; set-owners reporting were chosen at random in 73 counties. In addition, 1,060 set-owners were interviewed in groups in their local Farm Bureau meetings in 36 counties.

While the number of set-owners reporting is not great enough to insure accuracy, particularly in the case of set-owners living in towns, the survey does provide some information on tendencies and preferences of Kansas listeners.

Extent of Listening. 450 of those interviewed gave information as to the extent of their listening to radio programs during winter and summer months. The following are average figures:

Men living in towns,	7.0 hours a week, summer; 14.6, winter
Men living on farms,	8.9 hours a week, summer; 18.6, winter
Women in towns,	12.1 hours a week, summer; 19.4, winter
Women on farms,	13.0 hours a week, summer; 19.9, winter
Children in towns,	11.7 hours a week, summer; 19.2, winter
Children on farms,	12.8 hours a week, summer; 16.4, winter

Listening Hours. A total of 561 adult listeners gave information as to the hours during the day when they listen most frequently. Expressed in percentages of the total number replying in each group, data on listening hours are presented below:

GROUP	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10
Town Men	25	36	25	16	16	27	59	16	14	11	9	18	41	50	68	52	
Farm Men	47	24	12	11	7	23	69	16	8	11	7	10	24	46	65	40	
Town Women	14	37	43	46	46	43	31	29	29	29	26	23	31	59	63	54	
Farm Women	46	44	35	48	35	43	62	34	36	23	24	33	32	54	59	35	

ALL ADULTS* 24-33-33-35-30-31-48-22-26-25-24-25-41-66-77-58

(* Weighted in proportion of sets located in towns and on farms, and including about 150 "family" reports.)

(Continued on page 3)

Type of Listening. Reports were secured from 100 set-owners living in towns, and 100 living on farms, as to the method generally used in selecting radio programs. Of the 200, 22% tune in to some favorite station and listen to whatever programs that station may broadcast. Another 37% listen at hours which happen to be convenient, searching up and down the dial until they locate the most satisfactory program on the air at that time. The remaining 41% select programs in advance, either from newspaper listings or from their recollections of previous broadcasts in the same series, and tune in at the hours when those favored programs are to be on the air.

Station Preferences. Practically every set-owner interviewed named from two to four "favorite" stations, to some one of which his set was tuned practically all of the time it was in use. These stations are selected partly on a basis of programs presented, but very largely on a basis of signal strength. Numerous set-owners stated, "I listen to the stations which come in on my set with most power." This is particularly true in rural areas, where the need for conserving battery strength is an item to be considered.

Program Preferences. More than 800 listeners gave information concerning program preferences. Percentages of listeners expressing a liking for each of the eighteen types of material listed, are given below.

PROGRAM TYPES	ALL	MEN		WOMEN		CHILDREN
	ADULTS*	Town	Farm	Town	Farm	Over 10 years
News Broadcasts	75%	70%	78%	77%	85%	76%
Hymns, Religious Music	70	68	52	77	76	36
Descriptions Important Events	61	64	56	66	49	51
Old Time "Hill-billy" Music	51	50	55	51	49	47
Talks on Current Events	47	48	45	46	47	40
Dramatic Serials	43	48	34	40	49	49
Comedians	42	41	43	40	47	70
Market Reports	42	46	65	14	46	24
Housewives' Information	39	5	14	71	68	17
Orchestras, Popular Music	38	39	25	43	36	63
Sports Broadcasts, Ball	37	50	34	31	27	50
Talks by Important People	36	36	43	29	40	26
Talks on Farm Problems	31	32	69	11	33	16
Physical Culture Programs	29	20	13	37	44	20
Debates on Timely Questions	28	25	34	29	23	13
Complete Dramatic Sketches	24	20	13	34	22	40
Classical Music	22	30	13	17	27	31
Talks on Economic Problems	20	25	31	11	20	9

(* Weighted in proportion to actual number of town and farm sets)

Extent of Listening to KSAC. In the "cross-section" group, 7% of set-owners living in towns, and 14% of those living on farms, reported listening to Station KSAC at least 4 times per week. Of Farm Bureau set-owners surveyed 22% reported listening at least 4 times per week to the station. On the other hand, 39% of set-owners living in town, 33% of "cross-section" set-owners living on farms, and 28% of Farm Bureau members interviewed, said that they never listen to KSAC programs.

(Continued on page 4)

WHAT TO TALK ABOUT?

By G. E. Ferris, Assistant Extension Editor, Ohio.

(This is a digest of Mr. Ferris' 2-page circular offering suggestions to Ohio county agents on "What to Broadcast.")

Broadcast answers to questions farmers generally are asking when they talk or write to you.

Announce meetings, demonstrations, field days, schools and so on.

Advise what to do in emergencies -- fighting crop and livestock pests and diseases, for example.

Broadcast information that should be provided through your office -- State and national farm information, for example, and developments of county, district, and State meetings you attend.

Tell how some farmer solved a particular problem that other farmers may also be facing. If you can get him to, have this farmer come in and do the broadcasting, with you asking the questions you want him to answer.

Offer market trends information, especially during the seasons of harvest and heavy marketing of certain farm products.

Watch for opportunities to correct, without arguing, the misconstruing and misinterpreting of farm information by city people and others. In other words, "interpret" the farmer and farm problems.

Broadcast occasionally a discussion of controversial farm problems, participated in by yourself and one or two others, or by others only. Make sure that each side of the controversy will receive fair treatment.

Report the progress of your various projects. Give out information about new projects.

Schedule in season 4-H Club members, leaders, advisors and also State 4-H leaders when they are to be in your county on one of your broadcasting days. Plan to take part yourself in these broadcasts, even if you do no more than act as master of ceremonies.

When a specialist is to be in your county, plan ahead to give him the opportunity, on your broadcasting period, to get his message to hundreds of farmers in addition to those who will attend the meetings where he is to speak.

State briefly at the close of each of your regular broadcasts when you are scheduled on the radio again, and if possible announce one or two of the topics you, or your speaker, will discuss.

Nothing will add more to the success of your broadcasting than telling of your actual experiences with farmers and their problems -- giving your radio audience the benefit of the same information that you gave to the farmers you talked to personally. It is not necessary to use the names of specific farmers, but using their names, if they do not object, adds that much more interest to your program.

DO RURAL PEOPLE LISTEN?

(Continued from page 3)

On the assumption that the percentages given will apply to the entire set-owning population of the State, about 13,700 set-owners on farms, and 14,100 in towns, listen regularly to KSAC programs. Current estimates of the radio population indicate that there are approximately 300,000 sets in working condition in the State.

Washington, D. C. -- Last two weeks of June given over by Communications Commission to hearings on possible uses for ultra-high frequencies. One thing abundantly clear after the FCC hearings -- claims of Government and industry for assignments, if all granted, will exhaust available frequencies. Testimony at hearings established the fact that development of television transmission will be slow although as a laboratory achievement television has arrived. Economic and engineering problems of arranging and financing television program production nation-wide remain to be solved.

For Government agricultural officers significant statement at hearings was that television in its early development at least will be confined to cities. Small amount rural television service foreseen in near future. This is because the frequencies in the upper end of the radio spectrum have a range of only a few miles around the transmitter. Naturally transmitters will be located in centers of population where the potential audience within a radius of a few miles is greatest. Thus they will give little service to rural areas. This interpretation of television situation agreed upon by representatives of the radio manufacturers and the sound broadcasters.

Agricultural educators will be interested in recommendation of Commissioner of Education Studebaker that band of frequencies 6,000 kc wide be set aside in the upper part of the radio spectrum for use of educators. Commissioner Studebaker recommended this band of frequencies be made available for local educational service, particularly to public school classes. Careful to recommend also that if Commission made new band available, there should be no decrease educational services in the present broadcast band.

No announcement of Communications Commission policy in opening up high frequencies expected for several weeks yet.

Tucson, Arizona -- Extension Service here has bought equipment for making transcriptions and plans to supply records of talks by specialists extension service to cooperating Arizona stations. This is new move in extension broadcasting -- slants away from general trend toward broadcasting by county agents in person over cooperating stations not located in college towns. What's opinion of readers of HOOK UP on general policy involved? Anyway, glad to see transcriptions method tried out in Arizona and look forward to report of experience with it.

Wheeling, W. Va. -- Agents from Ohio, Pennsylvania, and West Virginia counties are organizing to present daily program on 5,000-watter WWVA covering parts of the 3 States. USDA cooperating with extension services involved and Salisbury, Radio Service, joining with Schnopp, West Virginia Extension Service, to hold school for training agents on use of available time. Similar school to be held at Clarksburg for group of West Virginia agents who will present program to audience WMEW, Fairmont, West Virginia.

Washington, D. C. -- New writer in Radio Service, USDA, taking place of Dana Reynolds, who becomes assistant to Director M. S. Eisenhower of the Office of Information, is J. R. Cavanagh, formerly publisher and editor of papers for agricultural trades and information man for potato section, AAA. New radio man also appointed by AAA, C. L. (Duke) Dumars, formerly assistant in charge of programs for Station KSAC, Kansas State College, Manhattan, Kansas.

Your reporter,
Morse Salisbury

THEY BROADCAST BELOW SEA LEVEL

By H. Lee Landerman

Four days a week for the third consecutive year the extension staff of Imperial County, California, has broadcast farm subject-matter programs over Imperial Valley's radio station KXO, 12:15 to 12:30 on Mondays, Tuesdays, Thursdays, and Fridays.

On Mondays, Frank G. Beyschlag, farm advisor, broadcasts topics of importance to truck-crop growers and citrus producers, on soil management, and so on. On Tuesdays and Thursdays, H. Lee Landerman, assistant farm advisor, discusses such topics as poultry problems, Calapproved seed production, 4-H Club work, and field crop production and improvement. On Friday, George Winwright, assistant farm advisor, speaks on topics interesting to dairy-men, alfalfa growers, and livestock producers.

It is the rule to have guest speakers on the local program as often as they can be obtained. Among those who have contributed are: B. H. Crocheron, director of agricultural extension; Leroy B. Smith, assistant director; W. G. Waterhouse, assistant state leader of 4-H clubs, Southern counties of California; W. E. Newlon, extension specialist in poultry; G. E. Gordon, extension specialist in dairying; Arthur Shultis, extension specialist in farm management, and others.

We do not by any means feel that our Farm Flash program is of little value in our work. On the contrary, it would seem from various indications that more stress could be placed on the value of this type of service, for certainly it involves a minor amount of effort and means to reach a surprisingly large circle of people. Much less so than any other method we now have at our disposal.

To make the use of the local radio more effective, my suggestion is a simple one: namely, that we must make our programs attractive and vital by the use of timely, touchy, local and interesting subject-matter.

COLORADO OFF THE AIR

Director F. A. Anderson announces that "Colorado's farm and home radio broadcasts each Thursday noon, which thousands of farmers and their wives have enjoyed for 10 years over KOA, Denver, have been forced off the air by commercial programs."

The change to daylight saving time in the East advanced commercial network programs from 1 o'clock to 12 o'clock, causing discontinuance of the educational programs sponsored by the Colorado State College Extension Service.

"Other periods suggested for our use by KOA, which were not in conflict with commercial programs, were not acceptable," Director Anderson explains, "because the noon hour is considered the most convenient time for those living on farms to listen to our radio programs."

"Naturally we regret that it is necessary to discontinue these programs of timely information regarding crop and livestock production and items of interest to homemakers. We have received thousands of letters and postcards from people in all parts of Colorado and other States since these programs began, telling us of their interest in these broadcasts. These have led us to believe that the radio programs were of distinct service to rural people of the State."

GEORGIA DEVELOPS LOCAL PROGRAMS

By Ralph Fulghum, Extension Editor.

The Georgia Agricultural Extension Service in 1933 found itself unable to continue paying wire charges for its daily farm program over WSB, 50,000-watt Atlanta station. Now county and home demonstration agents are making good use of nine smaller stations to broadcast regular localized programs.

Like most extension agents, the Georgia agents do not have any too much time, and yet they realize that a radio program must go on regularly as scheduled to be worth much. The agents have complete charge of their local programs, but they look to the extension editor and the Radio Service of the U. S. Department of Agriculture for regular Farm Flash talks covering state and national information.

The Radio Service mails 18 copies of the seven-minute daily Farm Flash programs to the extension editor. The editor reworks, or substitutes material more locally adapted for, about one-third of the Flashes, and then sends a copy to each of the nine cooperating county agents and radio station managers.

The editor, at present, is not trying to localize the Housekeepers' Chats, but they are sent direct to cooperating home demonstration agents from the Radio Service.

With this material to assure them that they will have a daily program, the county and home demonstration agents work out their own local programs. On all of the programs farmers, farm women, and 4-H club and farm groups, as well as State extension specialists and others, are scheduled from time to time.

At Savannah, over WTOG, Mrs. L. E. Backus, home agent, and County Agent

A. J. Nitzschke alternate in giving a 15-minute daily farm and home program at 12:15. The program has been running for three and one-half years now, and has grown to be one of the main ways of reaching large numbers of farm people in the county.

At Macon, County Agent D. F. Bruce has been giving regular farm talks over WMAZ for about three years, and he is now on the air from 12:15 to 12:30, each Monday, Tuesday, and Thursday. He says, "the farmers are listening in, so the programs must be good."

Over WRBL, Columbus, County Agent F. L. Jenkins and Mrs. Bessie T. Gaines, home agent, have been alternating to give daily radio programs for two years. They are now on the air from 5:15 to 5:30 p.m., and are making a survey to pick a better time.

Home Agent Mrs. F. M. Griner speaks over WGPC, Albany, each Monday from 11:30 to 11:45 a.m., and County Agent A. E. Gibson, with the localized Farm Flashes, takes care of the program the other days of the week at the same time.

A 15-minute Farm Flash program goes on the air over WTFI, Athens, beginning at 12:15 p.m. each day. Miss Ann Dolvin, home agent, speaks on Monday, County Agent L. S. Watson or his assistant speaks on Wednesdays and Fridays, and the extension editor takes the program on Tuesdays and Thursdays.

Three months ago County Agent P. H. Ward started a daily Farm Flash program over WPAX, Thomasville, and he, or his assistant, is now on the air at 8:45 each morning. He says,

(Continued on page 8)

NEW YORK HOME AGENTS ON AIR

New York home bureau organizations have weekly programs on seven radio stations. Each Monday 15-minute home bureau broadcasts are given from WGR, Buffalo, and WHAM, Rochester. On Tuesdays WESG, Ithaca, and WMBO, Auburn, have 15-minute periods. On Wednesdays home bureau programs go on from WCAD, Canton; on Thursdays from WFBL, Syracuse; and on Fridays from WGY, Schenectady.

Regional committees of home demonstration agents began broadcasting regular weekly programs over WGY, WESG, WFBL, and WCAD early in 1933. In September of the same year two more regional committees were organized, extending the home radio service to the western part of the State and adding WGR and WHAM to the list of cooperating stations.

The set-up at WGY differs from the others in that there is no set program. Those participating choose the topic from current questions asked them by homemakers. Sometimes as many as three topics are discussed in a 10-minute period. "Intentions to broadcast" are filed two weeks ahead, and clear through the college, thus eliminating duplication.

The home demonstration agents are responsible for all of the talks, and do much of the broadcasting themselves. They are frequently relieved or assisted by project leaders and by successful homemakers who have stories to tell of outstanding accomplishments in a particular field of homemaking. In the judgment of station directors, the experience story has been an effective way of teaching over the radio.

The regional committee of home demonstration agents connected with each station is responsible for making out the program. Each committee meets

twice yearly and outlines a six-months program. The radio station director often meets with them and in many cases has given valuable counsel.

One development has been the establishment of closer relationship between the regular weekly talks. In the beginning the talks were planned in line with seasonal homemaking problems. This is still the plan, but now the talks, although complete in themselves, are often related to previous and future talks.

Most of the stations have allotted 15 minutes for the home program. The agents are breaking this period up, and giving the greater part of the time to the regular program and a limited time to general explanation of extension work and to announcements of events and results connected with extension activities.

GEORGIA DEVELOPS LOCAL PROGRAMS

(Continued from page 7)

"I find the farmers are listening, as they often come by the office and tell us about it." The newest program was started at WRGA, Rome, a few weeks ago. It is on the air daily at 11:30, with County Agent J. V. Webb, and Mrs. Julia P. Kitchens, home agent, the local home demonstration council, and local farmers cooperating.

Farm Flashes are also broadcast by the station announcers and occasionally the county agents at Griffin, over WKEU, and at Augusta, over WRDW; and occasional talks by State extension workers are specially scheduled over WSB, Atlanta.
